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PROGRAM SPECIFIC OUTCOMES- M. Design (Fashion Design)

- To study the trends, cultural and contemporary issues influencing the fashion design.
- To evolve professionally in the culture sensitive and highly competitive fashion industry.
- To enhance the knowledge of marketing and production management.
- To gain proficiency and ability to manage brands.
- To apply the language of visual communication of fashion.
- To develop the skills required to set up an entrepreneurial fashion business.

SEMSETER 1

Course Code: 1111 RESEARCH IN FABRIC DEVELOPMENT (Theory)

Semester: I

Credits: 4

On completion of the course the students will be able to –

1. Establish the relation between fashion and fabric
2. Develop a deep understanding of the characteristics of the fabrics used for men's wear, Women's wear, kids wear.
3. Choose fabric for fashion wear from historical, cultural, ethical context
4. Examine the sustainability of fashion fabrics

Course Code 1111 RESEARCH IN FABRIC DEVELOPMENT (Practical)

Semester: I

Credits: 2

On completion of the course the students will be able to –

1. Identify and source the material required for fashion designing as per fashion trend.
2. Categorize swatch for different segments.

Course Code: 1112 FASHION JOURNALISM AND COMMUNICATION (Theory)

Semester: I

Credits: 4

On completion of the course the students will be able to –

1. To explore current fashion trends.
2. *To analyse importance of media categories in building a fashion campaign*
3. To develop skills appropriate to fashion communication.

Course Code: 1121 DESIGN DEVELOPMENT (Practical)

Semester: I

Credits: 4

On completion of the course the students will be able to –

1. Develop research techniques to incorporate design development
2. Identify and apply individualistic concept in design
3. Analyze in terms of trend and new technology
4. Work within the limitation of design context
5. Apply their design skill for various market segments

Course Code: 1122 PROJECT I (Minor) (PRACTICAL)

Semester: I

Credits: 4

On completion of the course the students will be able to –

1. Formulate the steps for the project planning
2. Identify the topic and writing the proposal for the project
3. Study the style and brand design for the different categories
4. Create a new style by mixing assorted design patterns

Course Code: 1123 PROJECT II (Major) (PRACTICAL)

Semester: I

Credits: 6

On completion of the course the students will be able to –

1. Formulate the steps for the project planning
2. Identify the topic and writing the proposal for the project
3. Study the style and brand design for the different categories
4. Create a label for the style

SEMSETER 2

Course Code: 2113 RESEARCH METHODOLOGY AND STATISTICS (Theory)

Semester: II

Credits: 4

On completion of the course the students will be able to –

1. Comprehend the importance of research methods and statistics in fashion industry
2. Apply the knowledge and skills needed in conducting a research
3. Develop writing skills for scientific papers
4. Select, compute, interpret and report statistics

Course Code: 2111 QUALITY MANAGEMENT IN GARMENT PRODUCTION (Theory)

Semester: II

Credits: 4

On completion of the course the students will be able to –

1. Acquire knowledge about the standards and certifying bodies existing nationally and internationally
2. Select appropriate standards and specifications during garment production and testing
3. Identify pre-production, in-line and post-production defects.

Course Code: 2121 FASHION RANGE DEVELOPMENT (Practical)

Semester: II

Credits: 12

On completion of the course the students will be able to –

1. Follow the design process and construct a range of garments.
2. Formulate a collection with consideration for an intended customer or target market in relation to season, price and product assortment.

Course Code: 2112 FASHION BRANDING (Theory)

Semester: II

Credits: 4

On completion of the course the students will be able to –

1. Recognize the purpose of brands and understand the key factors that create a successful brand
2. Identify the role that brands play in achieving competitive position in fashion market
3. Create a brand right from its conception to its valuation
4. Learn how to use software to create professional visuals and help communicate the brand's message

SEMSETER 3

Course Code: 3121 CRAFT DESIGN DEVELOPMENT (Practical)

Semester: III

Credits: 6

On completion of the course the students will be able to –

1. Study and evaluate the social, cultural and art forms pertaining to art & crafts of India and world
2. Develop fresh methods of thinking and communication ability and comprehend social cultural, production and business related issues of the handicraft sector.
3. Design new product through innovation development.
4. Develop business related Strategies

Course Code: 3111 ENTREPRENEURSHIP AND GLOBAL FASHION BUSINESS (Theory)

Semester: III

Credits: 4

On completion of the course the students will be able to –

1. Explain the concept, theories and the relationship between theory and practice entrepreneurship and international fashion business.
2. Comprehend the process of creating an entrepreneurial venture.
3. Develop analytical skills for evaluating new venture ideas and understanding both the opportunities and constraints faced by entrepreneurs.
4. Critically view the role of financial institutions, government bodies in promoting entrepreneurship in India.
5. Develop an entrepreneurial spirit and have feasible ideas for ventures.

Course Code: 3122 PRODUCTION MANAGEMENT (Practical)

Semester: III

Credits: 2

On completion of the course the students will be able to –

1. Enhance personal and professional performance in the textile, apparel and accessories industry.
2. Assess industrial requirements and work in the textile and apparel manufacturing unit.
3. Understand the application of the industrial sewing machines, equipment, and plant layouts which is used in textile/apparel/ fashion industry.

Course Code: 3123 INTERNSHIP (Practical)

Semester: III

Credits: 8

On completion of the course the students will be able to –

1. Impart the knowledge and skills required for textile, fashion and craft industry

Course Code: 3124 REVIEW PAPER WRITING & SEMINAR PRESENTATION (Practical)

Semester: III

Credits: 4

On completion of the course the students will be able to –

1. Scientifically write and publish a paper in a journal
2. Present paper in seminars.

SEMSETER 4

Course Code: 4121 PORTFOLIO MAKING (Practical)

Semester: IV

Credits: 4

On completion of the course the students will be able to –

1. Create a professional resume needed for fashion industry.
2. Design fashion portfolio of their work.
3. Obtain an internship or job in their chosen area.

Course Code: 4123 DISSERTATION (Practical)

Semester: IV

Credits: 8

On completion of the course the students will be able to –

1. Develop a general research skill as well as research skills specific to their Specialization
2. Conduct an independent research in their specialization under supervision.
3. Formulate and defend a research proposal
4. Adopt best practices in research and write a thesis

Course Code: 4122 FASHION DISPLAY AND PRESENTATION/ INDUSTRY PROJECT (Practical)

Semester: IV

Credits: 12

On completion of the course the students will be able to –

1. Design a collection
 2. Showcase the creation in a fashion show
- OR**
1. Apply their knowledge and skill to contribute in textile/fashion /apparel/ accessory/leather/craft or handloom Industry